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(54) Title: PERSONAL CLEANSING COMPOSITIONS THAT CONTAIN SURFACTANTS, CO-SURFACTANTS, WATER IN-  
SOLUBLE SOLIDS AND/OR LIQUIDS AND CATIONIC CONDITIONING POLYMERS

(57) Abstract: A cleansing and conditioning cosmetic composition containing a mixture of anionic, nonionic or amphoteric surfac-  
tants or mixtures thereof, with a co-surfactant that is alkoxylated nonionic surfactant, a water insoluble component as defined herein  
and a cationic conditioning polymer. The composition provides excellent cleansing and conditioning for hair/skin and produces a  
copious, creamy lather.

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PERSONAL CLEANSING COMPOSITIONS THAT CONTAIN  
SURFACTANTS, CO-SURFACTANTS, WATER INSOLUBLE SOLIDS  
AND/OR LIQUIDS AND CATIONIC CONDITIONING POLYMERS

5

Background of the Invention

Many cosmetic compositions are also cleansing compositions and thus have a surfactant base. Thus, there is  
10 a need for surfactant based systems from which cosmetically active ingredients can be efficiently deposited onto skin or hair. Many current surfactant based systems do not allow for such deposition.

15 There is also a need for this deposition across a whole range of cosmetic compositions which include hair shampoos, hair conditioners, sunscreens, deodorants, antiperspirants, insect repellants, lipsticks, lip balms, mousses, skin moisturizing compositions, anti-wrinkling compositions,  
20 antibacterial compositions, anti-fungal compositions, topical anesthetics; skin rash, skin disease, and dermatitis medications; anti-itch compositions, acne treatment preparations, burn relief medications, sunburn relief medications; medications for the relief of seborrhea,  
25 psoriasis, and dandruff; skin cleansing compositions, and compositions for relief from insect bites,

The present invention provides such surfactant bases and cosmetic compositions.

30

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Publications, which relate to the invention are as follows:

- 5       WO 9517880 discloses mild, high lathering shampoo compositions with high deposition of functional materials, the shampoo compositions comprising (a) from about 5% to about 40% by weight surfactant system (i) from 80% to 99% by weight of the surfactant system, anionic surfactants which  
10   are alkyl ethoxylated sulfates and alkyl sulfates in a ratio between about 1:1 to about 1:0 and (ii) about 1% to about 20% by weight of the surfactant system, polyhydroxy fatty acid amide surfactants; 0.05% functional materials; 35% to about 95% water;
- 15       WO 9217154 discloses hair conditioning compositions containing a deterative surfactant component, a silicone hair conditioning agent, water and preferably a suspending agent for the silicone conditioning agent.  
20   The deterative surfactant component comprises at least in part polyethylene glycol/glycerol fatty ester nonionic surfactant.
- RU 2129860 C1 discloses a shading shampoo which contains  
25   surface active substances including nonionizing and ionogenic substances, anionic substances, softening components, color, flavor, water. Nonionizing substances additionally have ethoxymonoethanolamide of synthetic fat acids of fraction C10-C16 -syntamide-5.  
30   Glycerine or carbamine is used as a softening component. Shampoo additionally has

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carboxymethylcellulose and formalin. The components are taken in determined ratio.

5        Summary of the Invention

The present invention relates to rinse-off cleansing compositions, especially cleansing compositions containing conditioning oils and cationic conditioning polymers.

10      Examples of such compositions are conditioning shampoos for cleaning and conditioning hair, and body washes for cleaning and conditioning skin.

When washing hair or skin with conventional, non-  
15      conditioning cleansing compositions the natural oils are removed together with unwanted oils and dirt. When excessive amounts of natural oils are removed, especially due to frequent washing, the hair or skin becomes dry. Such dryness causes hair to become raspy, less easy to comb and  
20      to build-up static that results in "flyaway". In the case of skin, the dryness results in enhanced removal of moisture and, subsequently, cracking.

Hair and skin conditioners have been developed in order to  
25      restore the condition of the hair or skin, from the damage caused by washing, to its pre-washed or normal state. However, use of such products involves expensive and time-consuming additional step.

30      Non-volatile silicone conditioning oils can be efficiently deposited onto skin and hair by directly incorporating them

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into the cleansing composition (see EP 74264 to Unilever) which is generally a mixture of anionic and nonionic/amphoteric deterative surfactants. This process usually results in production of dispersions of silicone oils with a particle size of greater than 2  $\mu\text{m}$ . Such large particles of silicone and hydrocarbon oils have a detrimental influence on the lathering characteristics of the cleansing composition due to 'anti-foam' effect.

10 Incorporation of silicone oil as a preformed aqueous emulsion into the cleansing composition enables attainment of particle size of less than 2  $\mu\text{m}$  that has minimal effect on the lathering characteristics of the cleansing composition. Incorporation of silicone oils as a preformed  
15 emulsion also renders manufacturing of the compositions easier than when they are directly added into the composition. However, the efficiency of deposition on hair or skin of such small particles of silicone or hydrocarbon oils is generally very poor and the cleansing compositions  
20 containing dispersions of such small particles of silicone or hydrocarbon oils provide minimal or no conditioning.

Reid and Murray (US 5,085,857) have disclosed cleansing compositions comprising a combination of a particular type  
25 of cationic conditioning polymer (guar hydroxypropyl trimethyl ammonium chloride) and an aqueous emulsion of non-volatile silicone oils of particle size less than 2  $\mu\text{m}$ . These compositions impart improved conditioning benefit to hair with none of the undesirable dulling effects or greasy  
30 build-up seen with other conditioning products, and without a need for an expensive and inconvenient two-step washing

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and conditioning process. These compositions produce a creamy, copious lather.

We, unexpectedly, have found that by using a specific type  
5 of nonionic surfactant, namely alkoxyated nonionic  
surfactants, along with anionic surfactants, cationic  
polymer and silicone emulsions, high levels of silicone  
deposition, and hence conditioning, can be achieved.  
Additionally, we found that the efficiency of silicone  
10 deposition goes through a maximum at an optimum level of  
alkoxylation of the surfactant mixture. The optimum number  
of alkoxylation may depend on the specific surfactant  
mixture.

15 Compositions of the invention comprise a mixture of:

- a) from 2 to 40% by weight of surfactant chosen from  
anionic or amphoteric or non-ionic surfactants or  
mixtures thereof;
- 20 b) from 0.01 to 20% by weight of a co-surfactant which  
is alkoxyated nonionic surfactant; excluding  
ethoxyated fatty alcohols containing greater than 6  
to 30 ethylene groups.
- c) from 0.001 to 10% by weight of a cationic polymer ;  
25 and
- d) from 0.01 to 30% by weight of water insoluble  
components with an average particle size of less than  
2 $\mu$ m.

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preferably upon dilution of the above composition in the absence of d) with water at a ratio of composition:water at 1:10 forms a turbid mixture.

- 5 The invention also comprises a method of treating the hair and/or skin which involves contacting the hair and/or skin with a composition of the invention.

10 Detailed Description of the Invention

As used herein % means weight % of the total composition unless otherwise specified. Degrees are in degrees Celsius unless otherwise specified. As used herein  
15 "turbid" means that a dilution of a premixture of a, b, and c above, (that is in the absence of d -- 'water insoluble components') with water at a ratio of premixture:water at about 1:10 measures at least about 3 NTU using the following protocol.

20

Turbidity protocol:

a) Background turbidity ---Tb

- Fill the sample cell (Hach reference:20849-00) with said  
25 premixture in the absence of 'water insoluble components' and leave it standing for 24 hours to release any trapped air. Turbidity (NTU) is then measured on a Hach RATIO/XR with the measurement being taken at 5 minutes after inserting the sample cell into the turbidity meter.

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## b) Dilution turbidity ---Td

5 3g of said premixture above, in the absence of 'water insoluble components', and 27g of soft water were added in a sample cell (Hach reference: 20849-00). The mixture was immediately mixed vigorously using a magnetic stirrer for 30 seconds and then sonicated for 1 minute (Sonicator used: 10 BRANSON 1210). The sample cell was inserted into a turbidity meter (Hach RATIO/XR turbidmeter) immediately and the dilution turbidity measurement, Td (NTU), was taken at 5 minutes after insertion of the sample cell into the Hach RATIO/XR.

15

c) The turbidity value (in NTU unit) quoted in this application is calculated as  $Td - 1/10Tb$ .

More preferably, compositions of the invention comprise a 20 mixture of:

- a) From about 5 to about 25% by weight of surfactant chosen from anionic or amphoteric or non-ionic surfactants or mixtures thereof;
- 25 b) from about 0.05 to about 10% by weight of a co-surfactant which is alkoxyated nonionic surfactant;
- c) from about 0.01 to about 1% by weight of a cationic polymer ; and
- d) from about 0.05 to about 10% by weight of water insoluble 30 components with an average particle size of less than 2 $\mu$ m.



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What follows is a description of the ingredients used in the compositions of the invention.

5    Surfactants

The composition according to the invention comprises a surfactant chosen from anionic, nonionic or amphoteric surfactant or mixtures thereof.

10

Nonlimiting, suitable anionic surfactants are the alkyl sulfates, alkyl ether sulfates, alkaryl sulfonates, alkaryl isethionates, alkyl succinate, alkyl sulfosuccinates, N-alkoyl sarcosinates, alkyl phosphates, alkyl ether phosphates, alkyl ether carboxylates, and alphi-olefin sulfonates, especially their sodium, magnesium, ammonium and mono-, di- and triethanolamine salts. The alkyl and acyl groups generally contain from 8 to 18 carbon atoms and may be saturated and/or unsaturated. The alkyl ether sulfates, 15 alkyl ether phosphates and alkyl ether carboxylates may contain from 1 to 10 ethylene oxide or propylene oxide units per molecule, and preferably contain 1 to 3 ethylene oxide units per molecule. Other nonlimiting and suitable anionic surfactants include sodium oleyl succinate, ammonium lauryl 20 sulfosuccinate, ammonium lauryl sulfate, sodium dodecylbenzene sulfonate, triethanolamine dodecylbenzene sulfonate, sodium cocoyl isethionate, sodium lauroyl isethionate and sodium N-lauryl sarcosinate. The most preferred anionic surfactants are sodium lauryl sulfate 30 [SLS], ammonium lauryl sulfate [ALS], sodium lauryl ether

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sulfate with 1 EO, 2EO and 3EO [SL(EO)<sub>1-3</sub>S] and ammonium lauryl ether sulfate with 1 EO, 2EO and 3EO [AL(EO)<sub>1-3</sub>S].

The nonionic surfactants suitable for use in the  
5 compositions of the invention may include condensation products of aliphatic (C<sub>8</sub> - C<sub>18</sub>) primary or secondary linear or branched chain alcohols, phenols, esters, acids and amines. Other suitable nonionics include mono or dialkyl alkanolamides or alkyl polyglucosides. Preferred examples  
10 of nonionic surfactants include coco mono ethanolamide, (CMEA), coco diethanolamide, coco mono isopropanolamide, coco di glucoside, and mixtures thereof.

The amphoteric surfactants suitable for use in the  
15 composition of the invention may include alkyl amine oxides, alkyl betaines, alkyl amidopropyl betaines, alkyl sulfobetaines, alkyl glycinate, alkyl carboxy glycinate, alkyl amphoteric propionates, alkyl amidopropyl hydroxysulfates, acyl taurates and acyl glutamates wherein the alkyl and the  
20 acyl groups have from 8 to 18 carbon atoms. Examples include lauryl amine oxide, preferably cocodimethyl sulfopropyl betaine, lauryl betaine, cocamidopropyl betaine (CAPB) sodium alkyl amphopropionate in particular sodium coco amphopropionate and mixtures thereof.

25 The surfactants are present in the range from 2 to 40% by weight, preferably 5 to 30% by weight and more preferably from 8 to 20% by weight and most preferably from 10 to 15% by weight.

30

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Co-surfactants

For the purpose of this invention, alkoxyated nonionic  
5 surfactants, which are a class of nonionic surfactants, are  
defined specifically as co-surfactants. Again, for the  
purpose of this invention only, alkoxyated nonionic  
surfactants, which are co-surfactants, are differentiated  
from the other nonionic surfactants defined previously, in  
10 that alkoxyated nonionic surfactants, which are co-  
surfactants, contain at least 2 or more alkylene oxide  
groups. (By contrast, nonionic surfactants with EO less  
than 2 are considered to be surfactants as described in the  
paragraphs above.) Examples of preferred alkoxyated  
15 nonionic surfactants are condensation products of linear or  
branched fatty chain alcohols, acids, phenols, esters,  
glycerides, amines and amides and mixtures thereof. The  
preferred co-surfactants are ethoxyated nonionic  
surfactants with ethylene oxide (EO) groups in the range of  
20 2 -12 and most preferably from 2 to 6. Especially preferred  
nonionic surfactant are ethoxyated fatty amides with the  
(EO) groups in the range of 2-12, most preferably 2 to 6.

Particularly preferred is ethoxyated coco monoethanolamide  
25 with 2 to 12, preferably 3 to 6 EO groups.

The co-surfactants are present preferably in the range of  
0.05 to 20% by weight, more preferably from 0.1 to 10% by  
weight and most preferably from 0.2 to 5% by weight.

30

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Preferably the mixture of surfactants and co-surfactants comprises ALS/ AL(EO)<sub>1</sub>S/ CMEA/ CM(EO)<sub>5</sub>A or ALS/AL(EO)<sub>2</sub>S/ CMEA/CM(EO)<sub>5</sub>A, when ALS is ammonium lauryl sulfate, AL(EO)<sub>1</sub>S and AL(EO)<sub>2</sub>S are ethoxylated ammonium lauryl sulfates, CMEA is cocomoethanolamide and CM(EO)<sub>5</sub>A is ethoxylated coco monoethanolamide.

#### Cationic polymer

Nonlimiting, cationic polymers that can be used in compositions of the invention include cationic cellulose derivatives, cationic starches, copolymers of a dialkyl quaternary ammonium salt and acrylamide, quaternized polyvinylpyrrolidone, quaternized vinylpyrrolidone vinylimidazol polymers, polyglycol amide condensates, quaternized collagen polypeptide, polyethylene amine, cationized silicon polymer, cationic silicone polymers, copolymers of adipic acid and dimethylamino- hydroxypropyl diethylene triamine, polyaminopolyamide and their water soluble crosslinked polymers, cationic chitin derivatives, and cationic guar gums. The preferred cationic conditioning polymer is a cationic derivative of guar gum. The most preferred cationic polymer is guar hydroxy propyl trimethyl ammonium chloride.

The cationic polymers are preferably present in the range from 0.001 to 10% by weight, more preferably from 0.01 to 1% by weight and most preferably from 0.05 to 0.5% by weight.

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Water insoluble components

Water insoluble components that can be used in compositions of the invention include, but are not limited to,

- 5 particulate materials such as oil droplets, silica and polymeric latex particles. The oil phase can comprise a volatile oil phase, a nonvolatile oil phase or a mixture thereof. The volatile oil phase can comprise a volatile silicone compound, a volatile hydrocarbon compound or a
- 10 mixture thereof. Preferably, the volatile oil phase comprises a volatile silicone compound. Exemplary volatile compounds are listed in US Patent 5,589,177 which is hereby incorporated by reference.
- 15 The cyclic, low molecular weight, volatile polydimethylsiloxanes, designated in the CTFA International Cosmetic Ingredient Dictionary, 4th Ed., Cosmetic, Toiletry and Fragrance Association, Washington, D.C. (1991) (hereinafter CTFA Dictionary which is hereby incorporated by
- 20 reference). as cyclomethicones, are the preferred siloxanes used in compositions of the present invention and are listed in US Patent 5,589,177.

The volatile oil phase also can comprise a volatile

25 hydrocarbon compound. Volatile hydrocarbon compounds are listed in US Patent 5,589,177. The volatile hydrocarbon compounds perform the same function and provide essentially the same benefits as the volatile silicone compounds.

30 As previously stated, the oil phase also can be a nonvolatile oil phase. The nonvolatile oil phase comprises a

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nonvolatile silicone compound, a nonvolatile hydrocarbon, or a mixture thereof. Preferably, the nonvolatile oil phase comprises a nonvolatile silicone compound. The nonvolatile oil phase does not evaporate from the skin or hair. The nonvolatile oil phase boils at atmospheric pressure at a temperature above about 250 degree(s) C. Exemplary nonvolatile silicone compounds are listed in US Patent 5,085,857 which is incorporated herein by reference.

- 10 The nonvolatile oil phase can also comprise a nonvolatile hydrocarbon compound, such as mineral oil. Other exemplary nonvolatile hydrocarbon compounds that can be incorporated into the oil phase include, but are not limited to, a branched 1-decene oligomer, like 1-decene dimer or a polydecene. The oil phase also optionally can comprise (1) an oil, such as jojoba oil, wheat germ oil or purcellin oil; or (2) a water-insoluble emollient, such as, for example, an ester having at least about 10 carbon atoms, and preferably about 10 to about 32 carbon atoms. Suitable esters are listed in US Patent 5,589,177.

Water insoluble components can also include materials such as hair fixatives, hydrophilic particles, conditioning materials, emulsion particles, wax particles, encaps, dye/color particles, anti-dandruff particles and mixtures thereof.

Water insoluble components can further include materials used in sunscreens, deodorants, antiperspirants, insect repellants, lipsticks, lip balms, mousses, skin moisturizing compositions, anti-wrinkling /anti-aging compositions,

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antibacterial compositions, antifungal compositions, topical anesthetics, skin rash, skin disease, and dermatitis medications, anti-itch compositions, acne treatment preparations, burn relief medications, sunburn relief medications, medications for the relief of seborrhea, psoriasis, and dandruff, skin cleansing compositions, and compositions for relief from insect bites.

For the purpose of this invention, water insoluble components are defined as materials, which have solubility in water not greater than 0.01g/l when measured at 25°C in a pH range between about 3.5 and 8.

Water insoluble components are present in the range from about 0.01 to about 30% by weight, preferably from about 0.05 to about 20% by weight, more preferably from about 0.1 to about 10% by weight and most preferably from about 0.5 to about 5% by weight.

#### 20 Optional Ingredients

Optional ingredients that can be used in compositions of the invention are now described.

25 Optional ingredients can include any ingredients which are customarily included in cosmetic products and which do not interfere with the deposition properties of the surfactant system.

30 As optional components for inclusion in the compositions of the invention, the following may be mentioned: pH adjusting

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agents, suspending agents and viscosity modifiers such as xanthan gum and cross-linked polycarboxylates, cosmetic fillers such as talc, kaolin, preservatives, coloring agents, dyes, proteins, herb and plant extracts, polyols and  
5 moisturizing ingredients such as glycerine. Benefit agents that can be incorporated include, but are not limited to, sunscreens and alpha hydroxy acids.

Compositions of the invention can be made by using starting  
10 materials that are known in the art or by using starting materials that are obtainable from materials known in the art.

The following examples are provided for the purpose of  
15 illustration only, and do not, in any way, limit the scope of the invention.



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Example 1 (Hair Care Compositions)

Ingredient		wt%									
5	Formula #	1	2	3	4	5	6	7	8	9	10
	ALS	12.0	12.0	12.0	12.0	12.0	12.0	12.0			
	AL(EO) <sub>1</sub> S										
	AL(EO) <sub>2</sub> S								12.0	12.0	12.0
10	CMEA	1.80				1.80			1.80		
	CM(EO) <sub>2</sub> A		1.80				1.80			1.80	
	CM(EO) <sub>3.5</sub> A			1.80							1.80
	CM(EO) <sub>4.5</sub> A										1.80
	NH <sub>4</sub> Cl	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
15	Jaguar Cl3S	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	
	DC 1784	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
	Propylene glycol	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50
	DI Water	to 100	to 100	to 100	to 100	to 100	to 100	to 100	to 100	to 100	to 100
	Si on hair, ppm*	30	130	230	580	145	190	400	190	190	260

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This example shows that for a given number of ethylene oxide groups in ammonium lauryl sulfate, an increase in the number of ethylene oxide groups in

5        cocomonoethanolamide results generally in an increased silicone deposition.

Jaguar C13S    - Guar hydroxypropyl trimethyl ammonium chloride from Rhodia Inc., USA

10    DC 1784        - Dimethiconol emulsion from Dow Corning Inc., USA

CMEA        - Cocomonoethanolamide

CM(EO)<sub>x</sub>A    - Ethoxylated cocomonoethanolamide

x            - The number of ethylene oxide groups.

15

Superscript\*    - Silicone oil content measured as Si element by Inductively Coupled Plasma Spectrophotometer and are reported as micrograms dimethiconol per gram of hair.

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Example 2 (Hair Care Compositions)

5	Ingredient	<u>wt%</u>	
	Formula #	11	12
10	Sodium lauryl sulfate, SLS	12.0	12.0
	CMEA	1.80	
	CM(EO) <sub>4.5</sub> A		1.80
	Jaguar C13S	0.10	0.10
	DC 1784	2.00	2.00
15	Propylene glycol	0.50	0.50
	Deionized water	to 100	to 100
	Si on hair, ppm	290	615

20

This example shows that in systems containing sodium lauryl sulfate and CM(EO)<sub>4.5</sub>A results in significantly higher silicone deposition than when sodium lauryl sulfate and CMEA is used.

25

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Example 3 (Hair Care Compositions)

Ingredient		wt%		
5	Formula #	13	14	15
	ALS	6.0	6.0	6.0
	AL(EO) <sub>1</sub> S	6.0	6.0	6.0
	Ammonium chloride	1.0	1.0	1.0
10	CMEA		1.8	1.2
	0.9			
	CM(EO) <sub>5</sub> A	-	0.6	0.9
	Jaguar C13S	0.1	0.1	0.1
	DC 1784	2.0	2.0	2.0
15	Propylene glycol	0.5	0.5	0.5
	Carbapol (thickening agent)	0.4	0.4	0.4
	Mica & titanium dioxide			
	(pearling agent)	0.1	0.1	0.1
	Other minors (Fragrance,			
20	preservatives)	1.0	1.0	1.0
	Deionized water		to 100	
	to 100	to 100		
	Si on hair, ppm	30	260	560

25

This example shows that in systems containing mixtures  
 of ammonium lauryl sulfate [ALS], ethoxylated ammonium  
 lauryl sulfate [AL(EO)<sub>1</sub>S], cocomonoethanolamide [CMEA]  
 30 and ethoxylated cocomonoethanolamide [CM(EO)<sub>5</sub>A], an  
 increase in [CM(EO)<sub>5</sub>A] content relative to  
 cocomonoethanolamide results in an increase in silicone  
 deposition.

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Example 4 (Hair Care Compositions)

5	Ingredient	wt%	
	Formula #	16	17
	ALS	6.0	6.0
	AL(EO) <sub>1</sub> S	6.0	6.0
10	Ammonium chloride	1.0	1.0
	CMEA	1.8	1.2
	CM(EO) <sub>5</sub> A	-	0.6
	Jaguar C13S	0.1	0.1
	JJ 555	2.0	2.0
15	Propylene glycol	0.5	0.5
	Carbapol (thickening agent)	0.4	0.4
	Ethylene glycol distearate (pearling agent)	0.1	0.1
	Other minors (Fragrance, preservatives)	1.0	1.0
20	Deionized water	to 100	to 100
	Si on hair, ppm	260	445

25 Note: JJ 555 is a dimethiconol emulsion from GE  
Silicones, USA

30 This example shows that the general trend seen in  
Example 3 holds when a different dimethiconol emulsion  
other than DC1784 is used. The different dimethiconal  
emulsion used here is JJ 555.

35

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On a laboratory bench scale, compositions of the invention are made by the following procedure:

- 5 For preparing a 1kg batch, 100 grams of soft water were weighed into a beaker provided with an overhead mixer. Desired amounts of anionic and nonionic-co-surfactants were then slowly added and the contents well mixed. If the non-ionic co-surfactant is in a solid form at ambient
- 10 temperature, the batch is then heated to about 70-80 °C to ensure a good mixing and then cooled back to ambient temperature. Any loss of water is then made-up. A 2% Carbapol solution was subsequently added and mixed well, and this was followed by the addition of cationic guar
- 15 dispersion in propylene glycol (1:5 guar/ PG). Non-volatile silicone emulsion, fragrances and other minor ingredients were then added to the mix. Salt solution and remainder of soft water were subsequently added to the contents.

20 Method of Use of Compositions of the Invention

Compositions of the invention may be used as hair shampoos by applying said compositions to wet hair, lathering, then rinsing. Hair conditioners may be used after

25 shampooing with compositions of the invention on an as-needed basis.

Compositions of the invention may be used as body washes by wetting the body in the shower, and then applying a

30 composition of the invention, and then rinsing with water.

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CLAIMS

- 5 1. An aqueous rinse-off cleansing and conditioning composition comprising,
- a) from 2 to 40% by weight of surfactant selected from the group consisting of an anionic  
10 surfactant, an amphoteric surfactant, a non-ionic surfactant, and mixtures thereof;
- b) from 0.01 to 20% by weight of a co-surfactant which is alkoxylated nonionic surfactant,  
15 excluding ethoxylated fatty alcohols containing greater than 6 to 30 ethylene oxide groups;
- c) from 0.001 to 10% by weight of a cationic polymer; and  
20
- d) from 0.01 to 30% by weight of water insoluble components with an average particle size of less than 2 $\mu$ m.

- 25 2. An aqueous rinse-off cleansing and conditioning composition according to claim 1

wherein dilution of a premixture of a) b) and c) in the absence of d) with water at a ratio of premixture:water at  
30 1:10 forms a turbid mixture as defined in the content of this application.

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3. A composition according to claim 1 or claim 2 wherein  
said amphoteric surfactant a) is acyl taurate, or acyl  
glutamate and wherein said alkyl and acyl groups have  
5 from 8 to 18 carbon atoms.
4. A composition according any preceding claim wherein  
said amphoteric surfactant a) is an alkyl betaine  
selected from the group consisting of cocodimethyl  
10 sulphopropyl betaine, lauryl betaine, sodium coco  
amphopropionate and mixtures thereof.
5. A composition according to any preceding claim wherein  
the nonionic surfactant a) is selected from the group  
15 consisting of coco mono or diethanolamide; coco mono  
isopropanolamide; coco di glucoside; and mixtures  
thereof.
6. A composition according to any preceding claim wherein  
20 the cosurfactant b) is selected from the group  
consisting of ethylene oxide condensation products of  
linear or branched fatty chain alcohols, acids,  
phenols, esters, glycerides, amines, amides; and  
mixtures thereof.
- 25 7. A composition according to claim 1 wherein the  
cosurfactant is b) selected from the group consisting  
of an ethoxylated cocomonoethanolamide with EO ranging  
from 2 to 12, preferably 3 to 6.
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8. A composition according to any preceding claim wherein the cationic conditioning polymer c) is guar hydroxypropyl trimethyl ammonium chloride.
- 5 9. A composition according to claim 1 in which the water insoluble component d) is an emulsion of cyclomethicone.
- 10 10. A composition according to any preceding claim wherein the water insoluble non-volatile component d) is a silicone oil that is selected from the group consisting of polydimethyl siloxane, polymethyl phenyl siloxane and mixtures thereof.
- 15 11. A composition according to any preceding claim wherein the water insoluble non-volatile liquid is a silicone oil that has an average droplet particle size from 0.05 to 2  $\mu\text{m}$ .
- 20 12. A composition according to any preceding claim wherein the surfactant comprising a mixture of surfactants a) and co-surfactants b) is ALS/ AL(EO)<sub>1</sub>S/ CMEA/ CM(EO)<sub>5</sub>A.
- 25 13. A composition according to any preceding claim wherein the surfactant comprising a mixture of surfactants a) and co-surfactants b) is ALS/AL(EO)<sub>2</sub>S/CMEA/CM(EO)<sub>5</sub>A.
- 30 14. A method for treating hair, which comprises contacting said hair with a composition according to any preceding claim.

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